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Computer and Internet Law

**Date:** December 16, 2004

**To:** Examiner Arthur D. Duran      **Art Unit:** 3622  
USPTO

**Faxsimile:** 703-872-9306      **Telephone:**

**From:** Streets & Steele  
Debi Labay      **Our Deposit Account Log No.:** 1215  
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(IBM/0003)

**Pages:** 12 (with cover)

**Message:**

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Attached please find the following document for the above referenced patent application:

- 1) Response to the Office Action dated September 21, 2004 [ 11 pages].

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Patent  
Attorney Docket: AUS920010177US1  
(IBM/0003)

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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IN RE APPLICATION OF:  
Dwip N. Banerjee, et al.

SERIAL NO: 09/826,756  
CONFIRMATION NO: 8859

FILED: April 5, 2001

FOR: Business Method for E-Commerce  
Through Customized Activity-Based  
Advertising

§ EXAMINER: Duran, Arthur D.

§ GROUP ART UNIT: 3622

§ Via Facsimile: 703-872-9306

Commissioner for Patents  
PO Box 1450  
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Sir:

## RESPONSE TO OFFICE ACTION DATED SEPTEMBER 21, 2004

Applicant files this Response to the Office Action dated September 21, 2004, and having a three month shortened statutory period for response set to expire on December 21, 2004. Please enter the amendments and consider the remarks on the pages that follow.